

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>498431 /       |  | <u>Alt Order #</u><br>06365969                         |
| <u>Product</u><br>NRCC IE                    |  |  |
| <u>Contract Dates</u><br>10/19/12 - 10/25/12 |  | <u>Estimate #</u><br>3336                              |
| <u>Advertiser</u><br>NRCC                    |  | <u>Original Date / Revision</u><br>10/25/12 / 10/25/12 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast       | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>KVVU                       | <u>Account Executive</u><br>Teresa Difuria | <u>Sales Office</u><br>TELEREP-PHIL                    |
| <u>Special Handling</u>                      |  |  |
| <u>Demographic</u><br>Adults 35+             |  |  |
| <u>IDB#</u>                                  | <u>Advertiser Code</u><br>155              | <u>Product Code</u><br>426                             |
| <u>Agency Ref</u>                            |  | <u>Advertiser Ref</u>                                  |

| *Line    | Ch          | Start Date        | End Date          | Description        | Start/End Time        | Days            | Length        | Spots/Week        | Rate        | Type        | Spots | Amount      |
|----------|-------------|-------------------|-------------------|--------------------|-----------------------|-----------------|---------------|-------------------|-------------|-------------|-------|-------------|
| N 2      | KVVU        | 10/19/12          | 10/25/12          | The Dr.Oz Show     | 4-5p                  |                 | :30           |                   |             | NM          | 4     | \$1,400.00  |
|          |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u> |             |       |             |
| Week:    |             | 10/19/12          | 10/25/12          | MTWTF--            |                       |                 |               | 5                 | \$350.00    |             |       |             |
|          | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u> | <u>Type</u> |       |             |
|          | 2           | KVVU              | 10/19/12-10/25/12 | The Dr.Oz Show     | 4-5p                  | MTuWThF----     | :30           |                   | \$350.00    | NM          |       |             |
| Credited |             |                   |                   |                    |                       |                 |               |                   |             |             |       |             |
| Totals   |             |                   |                   |                    |                       |                 |               |                   |             |             | 51    | \$56,045.00 |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/25/12 | 51         | \$56,045.00        | \$47,638.25        |
| <b>Totals</b>       | <b>51</b>  | <b>\$56,045.00</b> | <b>\$47,638.25</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT25/12 21.17  
REP HEADLINE# 6365969 TRF# 498431 \*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*  
\$\$\$ MOD# 1: APPROVED REV #0 \$\$\$

ADV # ADV. NAME ISS/NRCC-IE REP. # OFF. # 762 SALESMAN #  
AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME NMRRP MEDIAASSISTANT  
815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA  
ALEXANDRIA, VA 22314  
ORDER # CONTRACT # 6365969 CLASS: NATL. LOCAL REGIONAL  
PRDCT NRCC IE EST#3336 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES OCT19/12 OCT25/12 WK-1  
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT25/12 21.17

STA:  
CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NO BUYS TO PRINT  
STATION MAKEGOOD OFFERS:

M1 OK'D BUY#2 MISSED:F,M-TH/400P-500P OCT19(3/WK) 30S \$350.00 (OCT12/12)  
OFFER:FRI/300P-400P OCT19 30S \$350.00 PLS ADVISE.  
& W-TH/300P-400P OCT24(2/WK) 30S \$350.00  
CMT:TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.  
M2 OK'D BUY#9 MISSED:W-TH/700P-1100P OCT24(2/WK) 30S \$9,500.00 (OCT12/12)  
OFFER:W-TH/400P-800P OCT24(2/WK) 30S \$9,500.00 PLS ADVISE.  
CMT:CORRECT TP.  
M3 UNRESL BUY#2 MISSED:F,M-TH/400P-500P OCT19 30S \$350.00 (OCT25/12)  
OFFER: NONE  
CMT:SPOT N/A. FLIGHT ENDED. PLS CREDIT.  
OCT/12 56395.00 CONTRACT TOTAL 56395.00  
TOTAL SPOTS 52

MARKET TOTALS \$223,700 KVVU 25% KSNV 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0%  
KTUD 0%  
SVC- NSI  
DEMOS- RA35-64\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 15.21

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_

|            |                      |
|------------|----------------------|
| BUYER NAME | NMRPP MEDIAASSISTANT |
|------------|----------------------|

SALES PRSN PH- TERESA DIFURIA

|     | CLASS: NATL. | LOCAL | REGIONAL |
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—(CE)

[illegible]

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|----------|-----------|----------------------|------|----------|------|
| CITY TAX | STATE TAX | CO-OP BILLING NEEDED | DATE | OCT31/12 | 15.2 |
|----------|-----------|----------------------|------|----------|------|

NHKKH

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

|                              |                    |
|------------------------------|--------------------|
| AGENCY ADVERTISER CODE = 155 | AGENCY EST# = 3336 |
| AGENCY PRODUCT CODE = 426    |                    |

|   |    |           |    |          |       |       |   |        |   |
|---|----|-----------|----|----------|-------|-------|---|--------|---|
| 2 | ES | 400P-500P | 30 | \$350.00 | 10/19 | 10/25 | 1 | F,M-TH | 1 |
|---|----|-----------|----|----------|-------|-------|---|--------|---|

CON COM1: DR. OZ  
CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT19

|                          |      |       |                         |
|--------------------------|------|-------|-------------------------|
| STATION MAKEGOOD OFFERS: |      |       |                         |
| M3                       | OK'D | BUY#2 | MISSED:F,M-TH/400P-500P |
|                          |      |       | OCT19                   |
|                          |      | 30S   | \$350.00                |
|                          |      |       | (OCT25/12)              |

OFFER: NONE  
CMT: SPOT N/A. FLIGHT ENDED. PLS CREDIT.

REP HEADLINE# 6365969 TRF# 498431  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 15.21  
\*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|

|                         |  |  |          |  |  |  |  |  |  |  |  |  |
|-------------------------|--|--|----------|--|--|--|--|--|--|--|--|--|
| OCT/12                  |  |  | 56045.00 |  |  |  |  |  |  |  |  |  |
| CONTRACT TOTAL 56045.00 |  |  |          |  |  |  |  |  |  |  |  |  |
| TOTAL SPOTS 51          |  |  |          |  |  |  |  |  |  |  |  |  |

MARKET TOTALS \$223,700 KVVU 25% KSNV 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0%  
KTUD 0%

SVC- NSI  
DEMOS- RA35-64\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>498431 /       |  | <u>Alt Order #</u><br>06365969                         |
| <u>Product</u><br>NRCC IE                    |  |  |
| <u>Contract Dates</u><br>10/19/12 - 10/25/12 |  | <u>Estimate #</u><br>3336                              |
| <u>Advertiser</u><br>NRCC                    |  | <u>Original Date / Revision</u><br>10/15/12 / 10/15/12 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast       | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>KVVU                       | <u>Account Executive</u><br>Teresa Difuria | <u>Sales Office</u><br>TELEREP-PHIL                    |
| <u>Special Handling</u>                      |  |  |
| <u>Demographic</u><br>Adults 35+             |  |  |
| <u>IDB#</u>                                  | <u>Advertiser Code</u><br>155              | <u>Product Code</u><br>426                             |
| <u>Agency Ref</u>                            |  | <u>Advertiser Ref</u>                                  |

| *Line         | Ch    | Start Date        | End Date        | Description        | Start/End Time    | Days | Length | Spots/Week        | Rate        | Type | Spots     | Amount             |
|---------------|-------|-------------------|-----------------|--------------------|-------------------|------|--------|-------------------|-------------|------|-----------|--------------------|
| E 2           | KVVU  | 10/19/12          | 10/25/12        | The Dr.Oz Show     | 4-5p              |      | :30    |                   |             | NM   | 5         | \$1,750.00         |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
|               | Week: | 10/19/12          | 10/25/12        | MTWTF--            |                   |      |        | 5                 | \$350.00    |      |           |                    |
| N 10          | KVVU  | 10/20/12          | 10/20/12        | 30 Seconds To Fame | Sat 12-1230a      |      | :30    |                   |             | NM   | 1         | \$225.00           |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
|               | Week: | 10/15/12          | 10/21/12        | -----S-            |                   |      |        | 1                 | \$225.00    |      |           |                    |
| N 11          | KVVU  | 10/21/12          | 10/21/12        | The Closer         | Sun 1-2am         |      | :30    |                   |             | NM   | 1         | \$150.00           |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
|               | Week: | 10/15/12          | 10/21/12        | -----S             |                   |      |        | 1                 | \$150.00    |      |           |                    |
| N 12          | KVVU  | 10/24/12          | 10/25/12        | Fox 5 News @ 430am | M-Th, Sun 430-5ar |      | :30    |                   |             | NM   | 1         | \$95.00            |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
|               | Week: | 10/22/12          | 10/28/12        | --WT---            |                   |      |        | 1                 | \$95.00     |      |           |                    |
| <b>Totals</b> |       |                   |                 |                    |                   |      |        |                   |             |      | <b>52</b> | <b>\$56,395.00</b> |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/25/12 | 52         | \$56,395.00        | \$47,935.75        |
| <b>Totals</b>       | <b>52</b>  | <b>\$56,395.00</b> | <b>\$47,935.75</b> |

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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FAX# 610-225-1191  
CREDIT RISK !! OCT15/12 18.52  
HARRIS REPORT FROM REP \*\*\* KVVU-TV \*\*\*  
\*\*CHANGES\*\*

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
BUYER NAME NMRPP MEDIAASSISTANT

|            |                             |
|------------|-----------------------------|
| BUYER NAME | <u>NMRPP MEDIAASSISTANT</u> |
| SALES PRSN | <u>PH- TERESA DIFURIA</u>   |

ALEXANDRIA, VA 22314

ORDER # \_\_\_\_\_ CONTRACT # 6365969

|  | CLASS: NATL. | LOCAL | REGIONAL |
|--|--------------|-------|----------|
|--|--------------|-------|----------|

| PRDCT | <u>NRCC IE</u> | <u>EST#3336</u> | COMMENTS: (LINE, ORDER, INVOICE) |
|-------|----------------|-----------------|----------------------------------|
|-------|----------------|-----------------|----------------------------------|

|              |          |          |      |
|--------------|----------|----------|------|
| FLIGHT DATES | OCT19/12 | OCT25/12 | WK-1 |
|--------------|----------|----------|------|

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT15/12 18.52

REP: TO ROSE

REINVESTED \$ FR HL 6180308  
SEE LINES 13-15  
NEW TOTAL \$56395 (+470)  
PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

[illegible]

AGENCY ADVERTISER CODE = 155 AGENCY EST# = 3336  
AGENCY PRODUCT CODE = 426

|    |   |             |    |          |       |       |   |     |   |
|----|---|-------------|----|----------|-------|-------|---|-----|---|
| 13 | A | 1200M-1230A | 30 | \$225.00 | 10/20 | 10/20 | 1 | SAT | 1 |
|----|---|-------------|----|----------|-------|-------|---|-----|---|

PROGRAM : 30 SEC TO FAME  
ORD COM1: REINVESTMENT FR HL 6180308

|    |   |           |    |          |       |       |   |     |   |
|----|---|-----------|----|----------|-------|-------|---|-----|---|
| 14 | A | 100A-200A | 30 | \$150.00 | 10/21 | 10/21 | 1 | SUN | 1 |
|----|---|-----------|----|----------|-------|-------|---|-----|---|

PROGRAM : CLOSER  
ORD COM1: REINVESTMENT FR HL 6180308

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT15/12 18.52  
 REP HEADLINE# 6365969 TRF# 498431  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$  
 \*\*\* KVVU-TV \*\*\*

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|

|  |   |  |           |    |  |         |       |       |   |  |      |   |
|--|---|--|-----------|----|--|---------|-------|-------|---|--|------|---|
| 15   | A |  | 430A-459A | 30 |  | \$95.00 | 10/24 | 10/25 | 1 |  | W-TH | 1 |
| PROGRAM : NEWS<br>ORD COM1: REINVESTMENT FR HL 6180308 |   |  |           |    |  |         |       |       |   |  |      |   |

OCT/12 56395.00  
 CONTRACT TOTAL 56395.00  
 TOTAL SPOTS 52

MARKET TOTALS \$223,700 KVVU 25% KSNV 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35-64\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE